

Abstract

In one embodiment of the invention there is provided a method for establishing a customized electronic site for the purposes of providing products. The method includes obtaining over a network information specifying criteria for the customized electronic site, wherein the criteria includes a selection of products and descriptions, and using the information to automatically establish a customized electronic site. Automatically establishing a customized electronic site may include automatically establishing a database containing the specified criteria. Other databases may automatically be established as needed or desired.